Extension Service
U. S. Dept. Agr.

MAKING A FARM PAY IN 1940

I. Analyzing economic conditions as they affect the opportunity for profit.

1. Is the farm a good one, located in a productive area with good markets?

2. Is the farm large enough to provide for a good-sized business?

3. What are the future prospects for the important commodities of the area?

4. What enterprises offer the best possibilities for this farm?

5. What are the opportunities for work off the farm?

6. Is the present a good time to make long-time investments?

7. Is the present low income, if such is the case, due to prices, a poor farm, the wrong enterprises, a change in market demands, or poor management?

II. Developing a farm plan based on sound business principles.

1. Planning a crop and livestock set-up to fit the soil conditions, conserve resources, and provide a well-balanced profitable business, consistent with the family's resources and capabilities.

2. Deciding on the kind and amount of livestock the farm should carry.

3. What should be the balance between cash crops and home-grown feeds?

4. Should dairy cow replacements be purchased or raised? What breed should be kept? What time of year should the cows freshen?

5. What side lines can be added or odd jobs performed to more fully utilize labor, equipment, land, and buildings?

6. What can be done to get more of the consumer's dollar through retail outlets, special customers, roadside stands, etc.

(Over)

III. <u>Following economical methods of operation.</u>

1. Keeping labor fully employed at productive work.
2. Getting high yields of good quality economically.
3. Field layout and building arrangement.
4. Planning ahead and timing operations.
5. Labor-saving devices and methods.
6. Deciding when it will pay to add new equipment.

IV. <u>Using good judgment in buying, selling, and financing.</u>

1. The current outlook situation for the prices of various commodities.
2. The seasonality of prices, and the purchasing power cycles in livestock.
3. Effect of a changing price level on farm prices and the various costs of production.
4. Trends in and the status of competition on the market.
5. Cost of credit through various sources.
6. How to use credit efficiently and effectively.
7. How to judge quality in purchases.

V. <u>Getting more living from the farm.</u>

1. Processing and storing available market supplies for use in the home.
2. A better-planned garden to supplement other sources of food.
3. A well-managed wood lot for fuel, posts, and lumber.
4. When should cows and chickens be added solely for home use?
5. What about vineyards? Bush fruits? Tree fruits?
6. How is the present food program meeting dietary requirements?